



SABIT GROUP PROGRAM

ECOTOURISM FOR RUSSIA FAR EAST

FEBRUARY 4 – MARCH 4, 2006

SCOPE AND MISSION

The Special American Business Internship Training (SABIT) Ecotourism Program will train 18 mid- to senior-level executives from the ecotourism sector in the Russia Far East region. These delegates, screened and selected by the U.S. Department of Commerce, represent industry leaders who are seeking information on developments in ecotourism operations, marketing, environmental considerations, among others. This program will introduce these regional leaders to industry trends and help them establish contacts with potential partners in the tourism and ecotourism industries.

PROGRAM OBJECTIVES

The Ecotourism Program will accomplish a number of objectives. Participants will gain a comprehensive understanding of tourism and ecotourism developments in the United States, including general topics such as marketing, customer relations, and product development. This will be done primarily through meetings with leading U.S. companies, industry organizations, tourism management professionals, and local, state and federal government representatives. By stressing the major thematic areas, not only will participants be able to implement meaningful changes in their businesses and organizations upon their return home, but they will also be better prepared to work successfully with U.S. partners.

BENEFITS OF PARTICIPATION

This is a unique opportunity for U.S. companies to provide industry insight and training while showcasing their products and services to their Eurasian counterparts. By hosting this SABIT group, U.S. companies actively involved with tourism and ecotourism programs will have the opportunity to establish or expand their operations and activities throughout the region. Participating U.S. host companies will find the personal contacts made by hosting the delegation will greatly improve their commercial opportunities and operations with these industry leaders.

PROGRAM STRUCTURE

This program will begin February 4, 2006 in Washington, DC with an orientation, training sessions, and visits to relevant government agencies, associations, and local companies in the National Capital Area. During the remaining three weeks of the session, the group will travel to relevant regions across the country to meet with leading U.S. organizations and experts in the industry.

HOST THIS DELEGATION

SABIT is currently looking for U.S. hosts to provide training sessions ranging from a few hours up to a full day at their facilities. Training should emphasize some of the following topics that are of interest to the delegates, and represent some of the current challenges they face within their organizations with respect to ecotourism:

- Effective Marketing
- Customer Service
- Program Development
- Sustainability
- Legal and Regulations Requirements
- Environmental Concerns

COST OF PARTICIPATION

SABIT will cover the vast majority of program costs for all delegates, including round-trip airfare to the United States, all U.S. domestic air travel, lodging, insurance, per diem for meals and incidentals, and interpreters to provide simultaneous interpretation of all program events. In turn, U.S. host companies and organizations are asked to provide industry expertise through training in the topics pertaining to this particular program.

FOR MORE INFORMATION

To learn more about this program, please contact:

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